

PREMIER HUNTER JUMPER

62,622	12 MONTH UNIVERSE	\$110.00/M
7,431	ACTIVE U.S. SUBSCRIBERS	+\$15.00/M
28,994	PROGRAM & SHOW PARTICIPANTS	+\$10.00/M
37,808	PRODUCT BUYERS	+\$15.00/M
29,092	STABLE OWNERS	\$95.00/M

REACH AMERICA'S TOP PERFORMERS, PROSPECTS AND STABLE OWNERS IN HUNTER/JUMPER AND ENGLISH RIDING DISCIPLINES.

GENDER: 79% FEMALE
CAN SELECT

ADDRESSING:
SEE SELECTIONS

THESE SHOW PARTICIPANTS, TRAINERS, BREEDERS AND EQUINE INDUSTRY PROFESSIONALS COMPETE ACROSS AMERICA PRIMARILY IN USHJA, USEF AND ISHA SANCTIONED EVENTS. MANY ARE PAID SUBSCRIBERS TO A LEADING HUNTER JUMPER MAGAZINE.

KEYING: \$2.00/M

EVENT PARTICIPANTS ARE WELL EDUCATED, HAVE A HIGHLY DISPOSABLE INCOME, AND A PURE PASSION FOR EVERYTHING EQUINE. ALL COMPETITORS IN RATED HORSE SHOW EVENTS ARE ALSO MEMBERS OF THE UNITED STATES EQUESTRIAN FEDERATION (USEF).

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THESE EQUINE LOVERS WITH UPPER INCOME STATUS LOVE TO TRAVEL AND REQUIRE ALL THINGS EQUINE TO PARTICIPATE IN EXHIBITIONS, SHOWS, TRAIL RIDES, AND OTHER EQUESTRIAN EVENTS. THEY SHOP FOR FENCING MATERIALS, BARN, TACK AND STABLE SUPPLIES, BOOKS AND VIDEOS ON EQUINE HEALTH AND CARE ISSUES, HORSE THEMED DÉCOR AND JEWELRY TO EXPRESS THEIR EQUINE PASSIONS, INSURANCE, COMPUTER SOFTWARE AND CREDIT.

THRU: JULY 24
NEXT: FEBRUARY 25

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: SUBSCRIBERS/PARTICIPANTS/ENTRANTS

SELECTIONS: SCF, STATE, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE	\$10.00/M
INCOME	\$10.00/M
DONORS	\$10.00/M
ELECTRONIC DELIVERY	\$50.00/L

****USAGE****

ACTIVE INTEREST MEDIA
CHRONICLE OF THE HORSE
DOVER SADDLERY
EQUINE AFFAIRE

HORSE EDUCATION CO.
SCHNEIDER'S SADDLERY
SMARTPAK

SPRINGTIME, INC
US EQUESTRIAN TEAM

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